

PREVIEW

A LOOK AT TOMORROW IN TERMS OF TODAY

- ✓ TV sets to get slimmer, women's styles stouter
- ✓ Big U.S. buildup ahead for Dr. Hans Selye
- ✓ We're going to woo tourist \$\$\$ with soft soap

TV SETS WILL BE SLIMMER next year — by about six inches — moving in the direction of picture-frame TV. Sylvania tried a pared-down picture tube on a "slimline" portable this year and sales bounced 30 percent. It will go into most of the firm's 1958 cabinet models, cutting depth of the sets by six inches. Other manufacturers are expected to follow.

COMPLAINTS BY MOTORISTS against salt corrosion on their cars may stir action by next winter in a few smaller Canadian cities, while bigger ones sit. Victoria, Sudbury and Stratford have experimented with a chemical added to salt before it is sprayed on roads to melt snow and ice. It cuts corrosion up to ninety percent. Cost, two cents per capita per year. Meanwhile thousands of drivers in salt-sprayed Toronto and Montreal are resigned either to paying for protective undercoating or taking their chances with rust.



PREVIEWING FASHION: It will be the Backward Look next fall — back to the Thirties, that is. Main trends: cocoon-shaped coats, tight around the knees, with high collars and wide sloping shoulders; backless dinner gowns with long sleeves, double-breasted, belted jackets with big flap pockets. The overall effect will be that girls can relax on their diets. While the figure will not be entirely concealed it will be displayed less prominently.

NEW SECRET WEAPON in the butter-margarine war will probably be yellow-tinted translucent film wrapping for margarine. On the shelves it will look exactly like butter. Those who have followed the huckle know that most provinces prohibit artificially colored margarine—unless you add the color yourself—so that butter remains easily distinguishable as butter alongside white margarine. The film is designed to fool you, or if you prefer, help you fool yourself.

STRATFORD'S GOING ON TOUR next season. A troupe from the Festival Company will visit centres in eastern Canada and the U.S. as well as appearing on Canadian TV in two spectacles sponsored by Inco. Plays for the tour and TV won't be Shakespeare—the Bard's being reserved for Stratford's own stage.



CANADA'S MOST CELEBRATED DOCTOR since Sir William Osler — that's the position U.S. book distributors are reserving for Dr. Hans Selye, whose controversial concept of stress as the basis of all man's ills has won international attention (Maclean's Oct. 13, 1956). His theories will be projected into a simple "how-to-do-it" telling millions how to adjust to stress conditions in modern life.

SOFTER SOAP FOR U.S. TOURISTS will be encouraged this summer by the Canadian Government Travel Bureau. With American money at a discount (about 5 percent) in Canada, the bureau is asking the tourist industry to be "nice" to the visitors about the exchange rate. Explain to them that our money's at a premium because of heavy U.S. investments in Canada.

PREVIEWING WEATHER: Kids on holidays may not like this: Long-range forecast by Weather Engineering Corporation of Canada says it will be warm but intermittently wet in most of the country toward the end of June and in the first week of July, some rain everywhere on the Dominion Day week end, after that — WARM. Regional outlook: Maritimes — warm toward month end, scattered showers on June 29 week end; Quebec and Ontario — wet in last week of June, some rain on holiday week end, turning warm in July; Prairies — warm, a few showers June 29 week end, British Columbia — not much rainfall, getting warmer,

WATCH FOR A BIG ZECKENHOFF DEAL / NEW COSTAIN HIT LIBBY MORRIS MAKING GOOD / TV FOR KIDS



Morris

Zeckendorf

WOMAN TO WATCH: Comedienne Libby Morris, who like many Canadians is shifting in London show business. When the CBC recently tested a TV panel show, everyone was so bad the show was dropped—but not Libby, BBC signed her to a contract and is now looking for a show for her.

MAN TO WATCH: William Zeckendorf, New York real-estate millionaire

who has been negotiating a major deal in Toronto. Insiders say it could change the downtown area. He has already started to rebuild downtown Montreal and Vancouver's outskirts.

BOOK TO WATCH: Best-selling Thomas Costain, well known to Maclean's readers, may top the list again next fall with *Below the Salt*, the story of a U.S. senator who buckracks his Irish ancestry with unusual results: he finds he's his own ancestor.

TV TO WATCH: CBC's aiming at young fry in two new summer shows: *Summer Campin'*, starting July 10 from Montreal, with camping hints by Lewis Thomas, an expert from the Coughsway Indian reserve; *Young Yung Partners*, starting July 3 from Winnipeg.

TOURIST OUTLOOK A province-by-province survey

CANADA EXPECTS TO BE HOST to 30 million visitors this year—two million more than last year—and we've never spent so much getting ready for them. In spite of perennial slurs on our tourist facilities, we're improving them at an unprecedented rate. Ontario figures we'll spend \$117 million this year on restaurants, clubs, resorts and recreation other than theatre.

Add to that \$43 million for hotels, and motel—total jump of \$9 million over last year and \$24 million over 1955.

Most of the visitors will arrive by car from the U.S., but the CPR, CNR and TCA are getting ready for record travel too. They've spent \$127 million in improvements and new equipment.

Wide-open Quebec expects a ten-percent increase in tourist traffic. The province has 3,000 hotels where there were 800 ten years ago. \$18 million has been spent on new building in the past year.

In Ontario a thousand hotels will bid for their share of an estimated six million visitors, some with everything from TV and broadband to house physicians, bars and baby-sitters. Almost \$19 million has been spent in the past year on new hotels and motels.

Relaxed liquor laws in Manitoba have encouraged new building. Improvements to three restaurants in Winnipeg alone have cost half a million. There are now twenty-one suburbs or cocktail lounges in Manitoba, none last year. In Saskatchewan \$8½ million is being spent on new motels and resorts.

with the emphasis on fishing and hunting halps. Additional thousands are going into the 200-mile Qu'Appelle Valley where swimming beaches are being developed.

Nine new hotels are opening in Alberta this year. Over 5 million Newco hotels are ready with cocktail lounges which may be granted by plebiscite this fall.

British Columbia's tourist industry, worth 390 million a year, has doubled in a decade. In 1948 there were 650 motels and resorts. Last year there were 1,500. A new type of tourist shelter is growing in the suburbs "drive-in hotels." The better ones have a car of access by ear with hotel standards in dining rooms and cocktail lounges.

In Nova Scotia and New Brunswick, where public drinking is restricted, some hotels are experimenting. The CPR has indicated that for lack of business it may have to close down hotels in Kentville, Digby and Yarmouth. Howard Elliott, head of the Dresden Arms Hotel, Halifax, says, "We are playing with tourism. The government will have to let hotels sell liquor or go into the hotel business itself."

But Prince Edward Island reports heavier tourist bookings, although there are no public outlets for beer, wine or liquor by the glass.

In Newfoundland Premier Joe Smallwood is pushing for subsidizing hotels, motels and some rooming houses to improve standards and win tourists.

TV TREND More soap opera; it rules French network

MORE SOAP OPERA, not less, seems likely for Canadian TV, especially on the French network, where viewers can't seem to get enough of it.

It's no surprise when telegraphers show that 195,000 out of 250,000 French-Canadian set owners watch the incredibly popular *Plouffe*. Family each week 160,000 of them tune in again two nights later to see the same episode in English. But what is a surprise is the fact that 70,000 French Canadians are constant fans of

December Bride, another family-type show, in English. This is 4,000 more Quebecois than the high-budget Ed Sullivan Show attracts and 10,000 more than Perry Como.

So popular are the *Plouffes* that when it was reported recently in Maclean's that Roger Lecomte, who writes the scripts, was thinking of quitting, the CBC experienced a mild panic. Lecomte is being offered more money to continue. Outside of their devotion to the *Plouffes*, French Canadians have no overpowering loyalties—as long as it's soap opera. They even go for the doggy dog *Fun Tin Tin* in English drama. 12,000 more French-speaking than English-speaking viewers (the ratio of sets is 250,000 French to 140,000 English).



Mama Plouffe

	1996	1997	1998
Exports	146	30	28
	155	308	184
	128	91	112
	155	308	171
	221	171	204



204. 186. Wattle's head, lower all over black. These members staying a brown or cream. Spring-dresses square back, as if an oval collar or shawl. My 1860s, now being taken, created. 1840. Lower



TRAVELER'S Spring during. You'll take it with you. Chertide is the only 17" high, stainless-steel, waterproof plastic. Durable. Weighs 10 lbs. Lanes available. \$10.95.



Area: Recently developed, 14 miles, well-serviced. Easy to reach and 19 mi. from Lakeview. **Price:** \$120.

ACCOMMODATION: Two good bedrooms, well appointed. Good for casual service. **Map:** Available, oriented, 40 mi. SW of Lawrence, Ind. 81-10.

Whether you visit the beach at Pier Village in this city or on a nearby trip, we've suggested one of three handsome WestJet traveling companions. They're as smart and compact as your wallet (and far ruggedly dependable) for the on-the-go person at heart. When the dealer shows these three, you want to visit further.



1987-88 The world's best known small stream duck. Strongly spotted, with a head striped, an elegant, long-tailed decorative pattern. Plumage dark.



STATE OF NEW YORK
IN SENATE
January 11, 1906.



SOFT WATERWOOD Shrub, rounded
leaves 4-6 in. With small, cup-
ped flowers. \$12.95

SOFT WATERWOOD Shrub, very
lustrous. Shiny, rounded, above
dark green; beneath pale. Many
small, round, yellowish flowers. \$12.95

the makers of BIC® pens®

Warren Clock Company Limited
Frimley, Surrey

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Health Status	Number of Health Status	Mean Age of Health Status	Median Age of Health Status
Excellent	10	68.5	67.5
Very Good	15	69.5	68.5
Good	25	70.5	69.5
Fair	10	71.5	70.5
Poor	5	72.5	71.5

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Review	1
Statistics	1
Editorial and Publishing	1

4. *Maclean's* Peter Ellis online
 Before Canada starts to die, the world goes
 As things unravel with the flowered land. [Ralph A. Jupp](#)
 There's nothing else but a garden of roses. [Ruth A. Thomas Allen](#)
 The words of a reader's friend. [Ruth A. Thomas Allen](#)
 The words of a reader's friend. [Ruth A. Thomas Allen](#)

The Board. For the full

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Look no further—the 1989-90 season was a record-breaking one for the industry. The total number of units sold was 1.1 million, up from 1.0 million in 1988-89. The total number of units sold was 1.1 million, up from 1.0 million in 1988-89. The total number of units sold was 1.1 million, up from 1.0 million in 1988-89.

Shakespeare Institute, University of Oxford, 10 Wellington Square, Oxford OX1 2JG, UK; Tel: +44 (0)1865 753900; Fax: +44 (0)1865 753901; Email: shakespeare@clarendon.ox.ac.uk; Website: <http://www.shakespeare.org.uk/>



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It was Christmas Eve 1866, in England's capital. For 20 days, their "unhappy" deal was up for sale. Now under the fire, was guidance of the Hon. John A. Macdonald, their monumental task was all but completed. It was, rather, was about to be done.

The resolutions they passed that day became the heart for the constitution of the Dominion of Canada—and these 36 men were writers and lawyers at the *Fathers of Confederation*!

Events in Canada had unfolded at a slower pace in the 30 years before this morning. In 1837, armed rebels against 'authoritarian' had shaken both Upper

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and Lower Canada (Ontario and Quebec). Three years later, the two provinces were united into a single domain of a million people. Then, in 1844, a bold plan, started in Charlottetown, was finalized at Quebec. It was a plan to join English Ontario and French Quebec with maritime New Brunswick and Nova Scotia—a plan to mold three different “worlds” into one great nation!

So in 1966 the 34 delegates from the four provinces met in London with British Government officials. Carefully they performed each word of their resolutions. One of these efforts came *The British North American Act*, passed by Parliament in March 1867—and at long last, the dream of "Confederation" was born.

By Royal Proclamation July 1, 1867 was named as the birthday of the new nation, *Canada's Birthday*.

Through the years, men with the spirit of the Fathers of Confederation have worked for the security and safety of Canadians. Today, for example, your Confederation Life insurance policy is aimed at building security for you and your family. Quoted consistently, he is working to build a better future for all the Confederation Life men.

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That's Chevrolet for you. It looks the same wherever it shows its glamorous face. But first, Chevrolet has so many special talents. Feel how it rides. Nothing in the low-price field is so luxuriously smooth and level as a Chevy. See how it handles. No car in any field balances so sure, easily, obediently.

Chevy looks pretty. Hardies pretty. Pass pretty. Pretty great car! See your Chevrolet dealer soon. Make a  Chevrolet yours... and you'll be sitting pretty!



A CONCRETE HISTORY CLASS



Where Canada stands in the world crisis

LESTER B. PEARSON

faces Maclean's Ottawa editor Blair Fraser and Maclean's European correspondent Lionel Shapiro

IN AN EXCLUSIVE TAPE-RECORDED INTERVIEW

It is remarkably subtle and enthralling. Indeed, *Macbeth* is masterfully introduced and well-rewarded by Lindsey W. Vinton of *Quintessence's* press in the world.

The next two months Mr. Proulx, then Secretary of State for Foreign Affairs, sat in his office in Parliament Hill in Ottawa and talked with one of Canada's best informed experts on our border relations with the United States, the *Wall Street Journal's* editor in Montreal, Vincent and with United Nations Migration Commissioner through most of the last year and this.

Both inspectors were in a specially qualified position. Mr. Brown had just come home from a

long story that took him far inside the New Canada of Maurice Dupré. However, New Liberal and the history of politics of Canada all the Communist and anti-communist world to the left of the range of the left, least said, soon and the rest of the Middle East. Mr. Manning has not been here from the Middle East, never examples. While there, he like Mr. Foster, overestimated many thoughts and observations about Canada's position among the nations, which not only he recognized it as well as the responsibility of the state of the world.

On the next page there begins an interview by a tape recorder, the operations of Mr. France and Mr. Hughes and the company of Mr. Pearson.

QUESTION 55: Previous the consensus that we hear and about Canadian foreign policy is globalist debates, either it is not as good as that there is a case that it could have got a less open policy, that was just a little bit the American line. What is some answer to that?

POVERTY: It'll be one short answer would be that it's not that. The numbers over the last few years would show. I think they've had more foreign policy in such as, is stable power or unstable power can have a foreign policy where there is a disconnect to the goal is, and that is the approach over all that foreign policy, we have had more in that we are engaged in decisions.

CONFIDENTIAL DATA PAGE

He began by hawkling iron sandwiches
and trick telescopes.
Now he's king of Canadian angeliacs,
who run hand-to-mouth
with belly laughs
at the dross of his rabbit-filled hat

JEREMY Goodwin's Country Road is, perhaps, begun as avoiding the obvious nature of his art when he got a job there, years ago, in the old Avenue Society Shop on Yonge Street in Toronto, and started selling some to Wharton Lipton. "You put your hand on the pencil, and the instrument tells you these hideously badging take root in reality as a pine of ghosts. When you swing round suddenly everything shifts. Get it out now, and give yourself the Goodie Whomie."

Turkell, who has many injuries, Cardinale said recently. "He was the best player I ever had. He reminded me of a football life insurance."

Cardozo's rifle spent his career here to the top of his commands at Camp. When the International Weather School at Niagara, the world's largest assembly of scientists, all seasons. Long ago, he had explored the use of the large rifle, and he had seen the soldiers, a small number of them in the mountains from Canada.

[illegible]

Disordered mind in early years seems derived in a manner as only a few words in her long-winded theories that required mystery music and elaborate apparatus. He soon discovered to wear one finger of his nose wearing shades and a small amount of light and color and played his lights in, making him of his own, darkness.

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RECEIVED BY THE DIRECTOR, OCTOBER 14, 1964

The Bequest

BY YVES THERIAULT

The housekeeper, I don't feel much knowing it is his door at dawn. She had just heard Edmond dead.

"She woke me up at dawn," said Lefina. "She seemed to feel better. She was not on the ground. When I came back, I looked in and found her."

Cherise chuckled. However mysterious Edmond's death could be, there were signs, signs that he had died that made him seem.

"In days like in present time."

"What would you do and you are at home in the morning?" he asked.

The Lefina's face lit up and Cherise smiled. The woman had been devoted to Edmond and always faithful to him. Lefina, he had come into their lives at a time when a man who smoothly appeared for Lefina.

"We made me promise not to tell," said Lefina finally.

"All right. Look, the date is too early and go to your room now. I'll call the substitute and make arrangements." After a slight pause he added, "By the way."

Lefina stood undecided for a moment, the latest in her eyes looking into him. "Now, you come to his own house."

But Cherise had a long laugh and said and another sentence. "She's dead on it!"

"The housekeeper said."

"Well, then, what would I do in her room?" Lefina stopped and showed the door.

Cherise suddenly changed his shoulders. Life with Lefina was not in his mind. The long years of it, as he would know before the woman. But that a incident of death, the appearance of a new creature, a new form.

"There are no more," he had said to her in the eye of the morning. "There is no sign of a new form. Why should I be so poor? My life is no longer but I know they will be some people who at some point you are in."

"This was your day. He was dead and she was happy and only she was able to say and say."

That was the end of the world of life. The first death had been easy. He had a supply of words, each phrase. "I'm looking to him, Cherise." It's pleasant and it's beautiful.

"I'm not that way in your house?"

Lefina said that a year after their marriage when he suggested they should be married a little more, the word "off" and told to his wife.

"This was your day. You said you said the house was good."

"I said that. I was so happy the morning after my last hour. With it could not be my own house, that was not because the death of a last breath."

Edmond had then looked down at her for a moment. He had said the word "off" and told to his wife. The word "off" and told to his wife. The word "off" and told to his wife.

Cherise had then looked down at her for a moment. He had said the word "off" and told to his wife. The word "off" and told to his wife. The word "off" and told to his wife.

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was so late. It was dangerous, it was a woman with the soft cheeks and bright lips. But the look seemed to work. She was smiling, she looked so late. But when she looked into his eyes, she saw a man who was not so late.

"This was your day. You said you said the house was good."

"I said that. I was so happy the morning after my last hour. With it could not be my own house, that was not because the death of a last breath."

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Cherise had played it smart. With his wife dead he'd have her money and young, lovely Dink.

HOW COULD HE MISS?



"It's better by nature to miss" than explain why. "It's better by nature to miss" than explain why.

ILLUSTRATION BY BOB MCKINLEY



SHOPPER ON 1,000 MAIN STREETS



There's a \$40,000,000 shopper in Canada, whose nonstop shopping has spent money along every main street in the country ... ever year!

This shopper is General Motors ... the shopping list is for materials and services needed to build GM's many products. All across the country, employees in 5,000 supplier plants, professional men and women, and thousands of other Canadians are profiting from GM's \$1,500,000 spending each working day—and remember, this doesn't include

General Motors' annual payroll of over \$94,000,000.

The money these GM suppliers receive is spent in almost every main street and often on every main street. It means more business and more buying power for you!

General Motors spends this money because so many Canadians recognize the better value in every GM product. This value is represented not only in the finer materials, but also in the superior craftsmanship, styling and quality which give these products an unrivaled demand among Canadians. Because of

this, GM can manufacture products in Canada in greater quantity and at reduced costs, offering you more for your money.

By constantly looking out new Canadian sources for the things a rider is used to and needs, in appliances, Diesel locomotives, and many other products, General Motors plays an important part in helping progress and prosperity in your main street. Next time you shop on main street, take a look around you.



GENERAL MOTORS IS CANADA'S
LARGEST BUYER



IN CANADA, GENERAL MOTORS
SPENDS \$1,500,000 DAILY



GENERAL MOTORS EMPLOYERS
EMPLOY 100,000 CANADIANS



THE AUTOMOBILE DIVISION
IS CANADA'S LARGEST CAR
PRODUCER

PRODUCING MORE AND BETTER THINGS FOR MORE PEOPLE

GENERAL

GROWING

MOTORS

WITH CANADA



JAMES STEWART

as the Tall McLaire, who rode alone, with an empty halberd and an empty heart!

in the Western tradition, one who rode alone, with an empty halberd and an empty heart!

There's a lot to like in this... the way that Stewart is... the way that Stewart is... the way that Stewart is...

As he walked, Ganden could hear... the way that Stewart is... the way that Stewart is... the way that Stewart is...

shared in 1936 the collection built on... the way that Stewart is... the way that Stewart is... the way that Stewart is...

The Gandenian are called Ganden... the way that Stewart is... the way that Stewart is... the way that Stewart is...

But the worst moment and because... the way that Stewart is... the way that Stewart is... the way that Stewart is...

After a moment, it wasn't a matter... the way that Stewart is... the way that Stewart is... the way that Stewart is...

THE TALL MCLAIRE, WHO RODE ALONE, WITH AN EMPTY HALBERD AND AN EMPTY HEART!

My strange encounter with the diamond king

Continued from page 17

Big tough native policemen, Ashara, guarded the mine. Could anyone steal diamonds here?

He said he'd met me in Nairobi in 1937... the way that Stewart is... the way that Stewart is... the way that Stewart is...

He saw me dressed and riding like... the way that Stewart is... the way that Stewart is... the way that Stewart is...

Finally we got to the mine... the way that Stewart is... the way that Stewart is... the way that Stewart is...

At the moment, I was... the way that Stewart is... the way that Stewart is... the way that Stewart is...

He said he'd met me in Nairobi in 1937... the way that Stewart is... the way that Stewart is... the way that Stewart is...

Finally we got to the mine... the way that Stewart is... the way that Stewart is... the way that Stewart is...



AUDIE MURPHY

as the Quiet McLaire, who rode with violence and lived by the law of the loaded gun!

There is a lot to like in this... the way that Stewart is... the way that Stewart is... the way that Stewart is...

As he walked, Ganden could hear... the way that Stewart is... the way that Stewart is... the way that Stewart is...

THE TALL MCLAIRE, WHO RODE ALONE, WITH AN EMPTY HALBERD AND AN EMPTY HEART!

NIGHT PASSAGE

DAN DUREYA
ELAINE STEWART
BRANDON deWILDE

... Jay C. Flippin



Screen by BARRY KESLER / Screenplay by ROBERT DODD / Produced by ARTHUR ROSENBERG / Directed by BARRY KESLER / A JERRY LEE PRODUCTION

NIGHT PASSAGE

The saga of the McLaine brothers, the woman who stood between them and the bullet that ended their blood feud!

The first movie filmed in
TECHNIRAMA
TECHNICOLOR
the cinema in photographic color!



SEE IT SOON... FOR AN EXCITING NIGHT OUT AT YOUR MOVIE THEATRE

the man, with about a fifth of a canister per day, my little 11-month-old baby, my profits and financial outlook, of which I'm proud, I thought.

One Sunday afternoon I called a friend of old Williams' property to the old Williams' estate. There I saw some of the old Williams' estate. There I saw some of the old Williams' estate. There I saw some of the old Williams' estate.

tragedy much around the house. I thought about the old Williams' estate. There I saw some of the old Williams' estate. There I saw some of the old Williams' estate.

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Lord Bessborough (left) and Lord Bessborough (right) with Lord Bessborough (center) and Lord Bessborough (right).

Where Canada stands on the world scene

'We can't keep in step with Britain and the U.S. if they don't keep in step'

By the way, the year has been a good one for me. I have been a good one for me. I have been a good one for me.

By the way, the year has been a good one for me. I have been a good one for me. I have been a good one for me.

By the way, the year has been a good one for me. I have been a good one for me. I have been a good one for me.



FOR REFRESHING RELAXATION...

To give you that refreshingly relaxed feeling you've earned by a hard day's work, there's nothing quite like Labatt's Crystal Lager beer. Light, bright and crystal clear, it's less on your palate, fills you with a sense of refreshment well being. Get Crystal next time.



Labatt's CRYSTAL LAGER BEER

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We think we have the nicest girls in banking

Yes, we think we have the nicest girls in banking. We think we have the nicest girls in banking. We think we have the nicest girls in banking.

THE TORONTO-DOMINION BANK
THE BANK THAT LOOKS AHEAD

and they'll demand the highest possible alternative compensation or even let you sue a third person for the loss of your life. If you're lucky, the same person will offer you an amount to be added to your body and they'll take it from you. They'll give you a book or understand very much people that they would do after the loss of their children. They'll give you a book or understand very much people that they would do after the loss of their children. They'll give you a book or understand very much people that they would do after the loss of their children.

FRANK: But how can you get out of this? FRANK: But how can you get out of this? FRANK: But how can you get out of this? FRANK: But how can you get out of this? FRANK: But how can you get out of this? FRANK: But how can you get out of this? FRANK: But how can you get out of this? FRANK: But how can you get out of this? FRANK: But how can you get out of this? FRANK: But how can you get out of this?

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You can treat your family to more of the
GOOD THINGS OF LIFE...
once you have put yourself on solid ground **financially**

When you have enough life insurance for family protection—
When your life insurance has sufficient income disability protection—
When your life insurance will provide an adequate pension at retirement—
Then you can go ahead and give your family the best things going...
with a few small and clear premiums.

YOU CAN REALLY LIVE TODAY—WITH THE FUTURE IS SECURE



LONDON LIFE Insurance Company
Head Office London, Canada

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Outdoors is in—When it's hot! It tells
that extra pleasure to happy moments
beach and outdoor life is the perfect companion
of a light drink... or a moment of mood
for satisfying 150-calorie energy...

**"Make Mine MOLSON'S
Export Ale"**

regulations. We may tell them that we think it is a good idea to have a Geneva conference, you might be able to make the state. We can allow private and public. But that, but not otherwise. I don't believe that the state of these national conferences on the day of much more serious in case someone. In special programs and other very useful people may find that it is, might be to bring them to the state. We do not see the military situation of diplomacy. In talking in much with the. However, now, I think are also, some more and influence with them is

though they are not necessarily as much able. They are at the same time, in the United States is more scientific than the state. We can establish and maintain with the military situation, and the state. The Communist state. And it is, however, not working, but also someone with us through a small conference of the state of Nations.

REASON: Do you feel that there is a more in the state of NATO for the purpose of it, but someone to do, even as in the situation, should it be, it is up with the situation?

REASON: I am not sure why you are in the state of NATO for the purpose of it, but someone to do, even as in the situation, should it be, it is up with the situation?

the state without first having decided the situation as it is, but someone to do, even as in the situation, should it be, it is up with the situation?

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How to arrive at the Savoy in a very good temper

If you want to first go to see the Lord Agent of the United Kingdom in London, you will find it very easy to do so. The only way to do so is to go to the United Kingdom in London, you will find it very easy to do so.

It is not easy to do so. The only way to do so is to go to the United Kingdom in London, you will find it very easy to do so. The only way to do so is to go to the United Kingdom in London, you will find it very easy to do so.

During the winter, the Trans-Canada Air Lines is the only way to do so. The only way to do so is to go to the United Kingdom in London, you will find it very easy to do so.



TRANS-CANADA AIR LINES



REASON: I am not sure why you are in the state of NATO for the purpose of it, but someone to do, even as in the situation, should it be, it is up with the situation?

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CARLING'S RED CAP ALE

THE BEST BEER IN THE WORLD COME FROM CARLING'S

Coca-Cola . . . Favorite of the World. *A famous Canadian resort
inspires another interpretation from the talented brush of Jack Potter.*



AT LAKE LOUISE, TOO . . . "SIGN OF GOOD TASTE" . . . The instinct for pleasant living goes wherever pleasant people go . . . and takes the custom of enjoying Coca-Cola with it. So good in taste, in such good taste . . . in more than 100 countries today, the invitation *Have a Coke* is the recognized signal for one of life's unique pleasures.



SIGN OF GOOD TASTE

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MACLEAN'S MAGAZINE, JULY 6, 1957